Identifying & Analyzing Stakeholders

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Why Do It?

- To make sure the communication process addresses everyone's needs.
- To keep up with changes in stakeholder concerns.
- To help make sure you don't overlook/ forget an interested stakeholder.
- To help you choose the most effective communication tool(s).
- To help you craft better message(s).
- To learn about their interests/concerns/ opinions/perceptions and needs concerning an issue(s).
- BOTTOM LINE: To be better prepared.

What is a stakeholder and who are they?

- A stakeholder is an individual or group that has an interest/opinion/concern/ perception or need concerning an issue.

- A stakeholder can be:
  - An individual
  - A group
  - A community
  - An agency
  - An employee

Who are our stakeholders?

- Employees
- Contractors
- Federal & state regulatory agencies
- Non-government organizations
- Family members
- Governmental officials
- Medical personnel
- Community Groups
- Environmental Groups
- Indian tribes
- Individual citizens
- The media

Methods to Find Out Who Is Out There

- First, list the ones you know about from the situational analysis part of your strategic planning process.
- Then ask the stakeholders you already know.

Questions To Ask Yourself

- Who needs to be involved?
- Individuals/groups likely to be affected?
- Individuals/groups likely to perceive they are affected?
- Those likely to be upset if not involved?
- Those previously involved in an active issue?
- Who could give you a balanced range of opinion on an active issue?
- Who might provide third-party support?
- Those you'd least like to communicate with?

Stakeholder Analysis and Input

- Most of your analysis and input will come from informal methods, “asking them,” including use of third parties.
- Other input can come from more formal sources such as internet, media content analysis, census bureau, chamber of commerce.
- Surveys

Examples of Stakeholder Concerns

- Health
- Safety
- Environment
- Quality of Life Issue
- Fairness/Equity
- Legal Issues
- Process
- Economics

THE VIRGINIAN-PILOT NATION & WORLD THURSDAY, FEBRUARY 7, 2002
N.C. TOWN'S PLEA
NOT IN OUR BACK YARD
As Navy scouts for site to practice landings, new voices lift against jet noise

Stakeholder Identification and Analysis is Dynamic

- The list changes
- Interest/Concerns/Opinions/ Perceptions/Needs Change
- There usually is a range of interests/concerns/opinions/ perception and needs
- “It ain’t over until it’s over.”

Putting It All Together

- Identify stakeholders
- Obtain input/analysis from stakeholders
- Summarize major learnings

Sharing information one-on-one

Varied organizations gathered at the Fallon Convention Center Tuesday to share information with interested citizens during a Community Information Fair. From left, LCDR Mike Dalgetty, Melissa Forrest of the Navy Environmental Health Center, and LCDR Jim Grimson talk things over and ready their booth. The Navy brought out representatives from the operations department as well as a flight surgeon to answer questions about the Navy's participation in the leukemia investigation. The Agency for Toxic Substances and Disease Registry is in charge of the fair, designed to give residents coping with the leukemia cluster the opportunity for one-on-one meetings. The public can glean information from the fair today as well from 2 to 4 p.m. and again from 7 to 9 p.m.

Photo by Megan Kanne

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